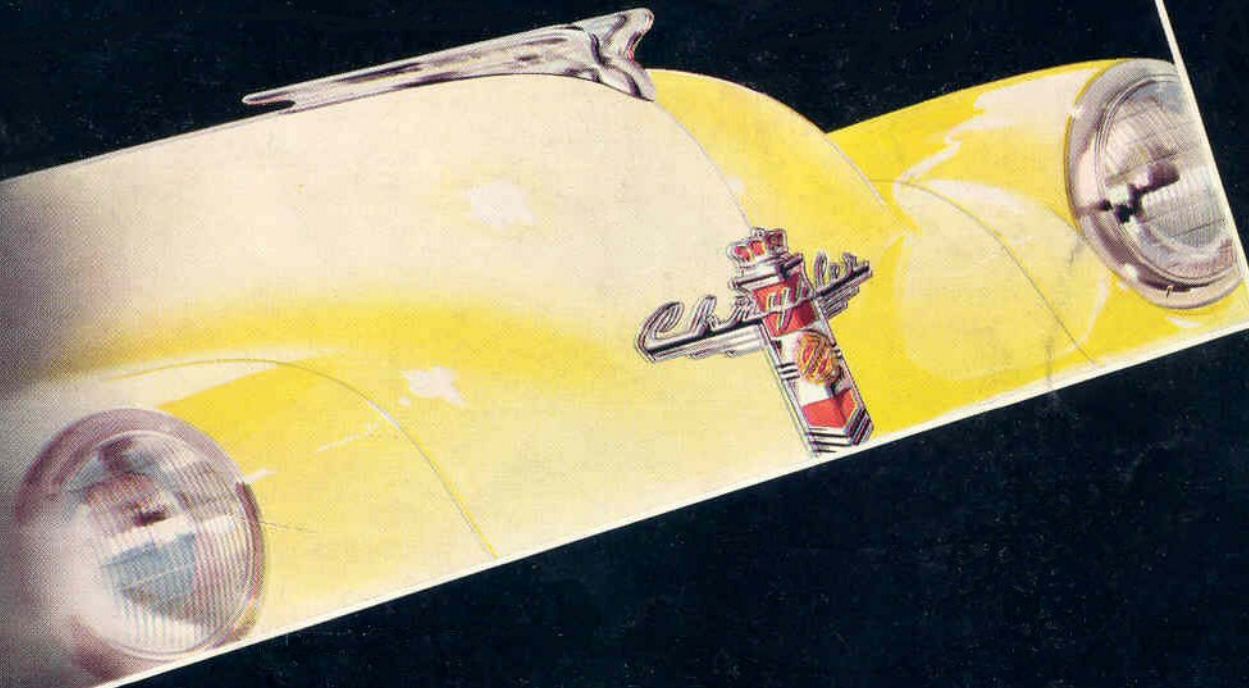
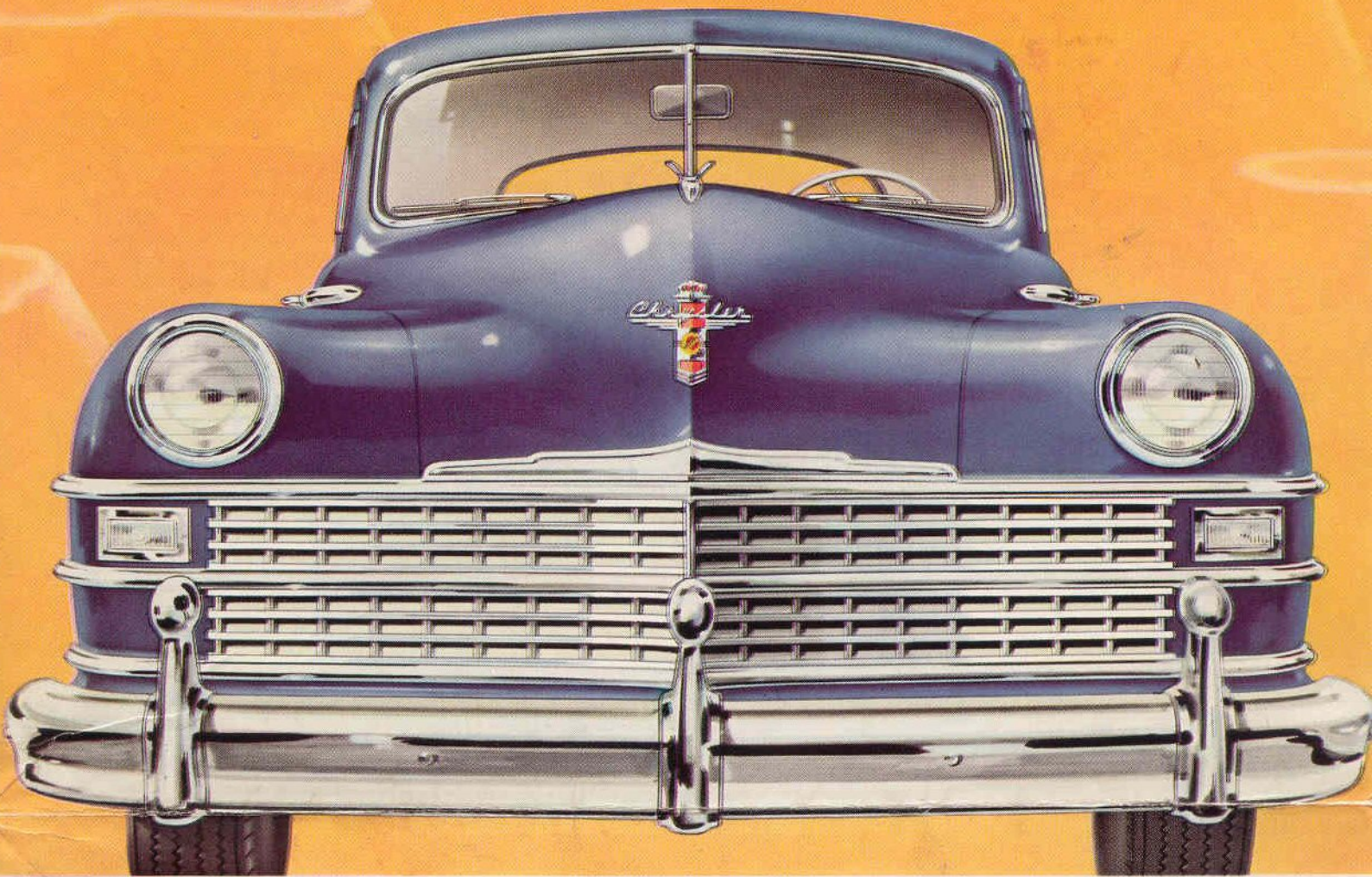


The Beautiful Chrysler



W I T H G Y R O L F L U I D D R I V E



THE *Beautiful* CHRYSLER

THE FINEST NEW CAR OF ALL

It is the consensus of opinion that the 1946 Chrysler is the *most beautiful car* Chrysler has ever built. Chrysler Owners—owners of other makes who are looking forward to owning a Chrysler—automobile editors and automobile dealers—the Public in general—all have been generous and unreserved in their praise of the Beautiful New Chrysler.

It is a Beautiful Car. And, combined with this beauty, is a mechanical excellence, a high quality of materials, and a superb performance that make it *the finest*, as well as the most Beautiful car ever to bear the Chrysler name.

The smart, stylish, beautiful lines are *distinctively different*—different from pre-war Chrysler Models—and different from post-war Models of other makes.

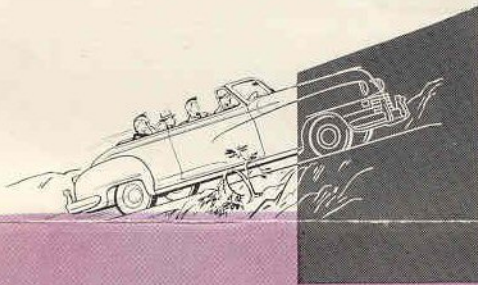
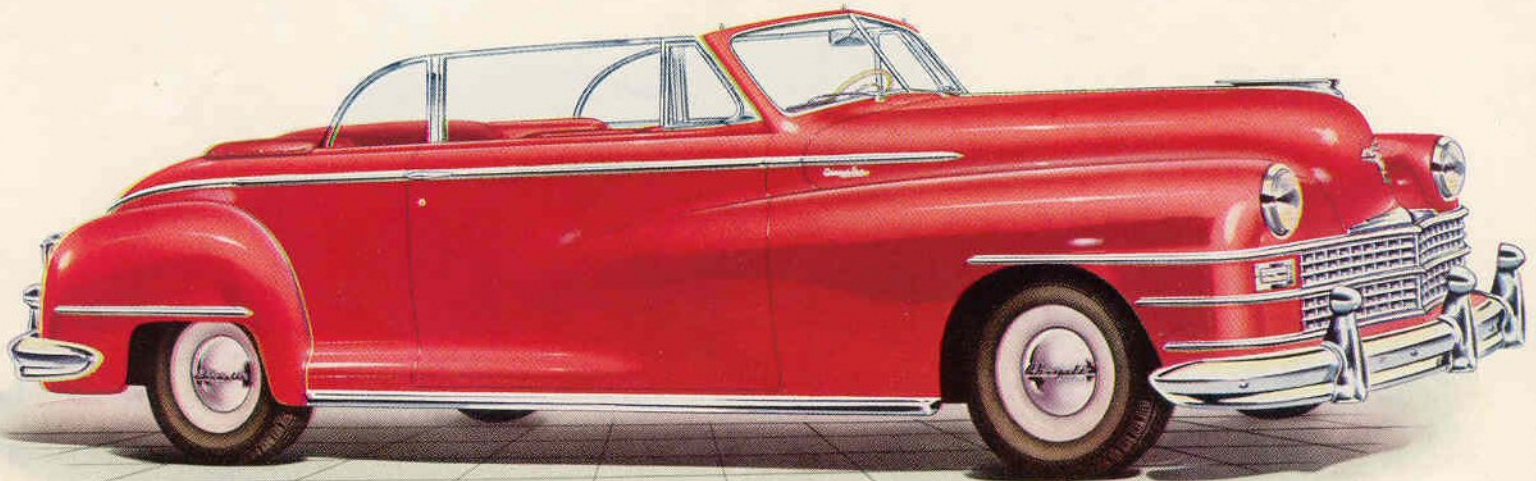
From the windshield forward, the front end is new—and *different*—and generally acclaimed the “most beauti-

fully designed front end” on any automobile today.

The hood flows into the fenders in graceful lines that give it a broader and lower appearance. The new Grille is a piece of beautiful designing, finished in gleaming Chrome, and entirely different from any other car. The new Bumper is massive and curves around the fender to give added protection and greater beauty. The Bumper Guards are new, smartly designed, rugged, and spaced for greatest protection to the grille. And the top of the hood carries a beautiful new ornament—a modern interpretation of the famous Chrysler Wings—the original radiator ornament introduced on the first Chrysler back in 1924.

From the front, from the side, from the rear—from any angle, the Beautiful Chrysler is a *Beautiful Car*—a fine possession that looks the part.

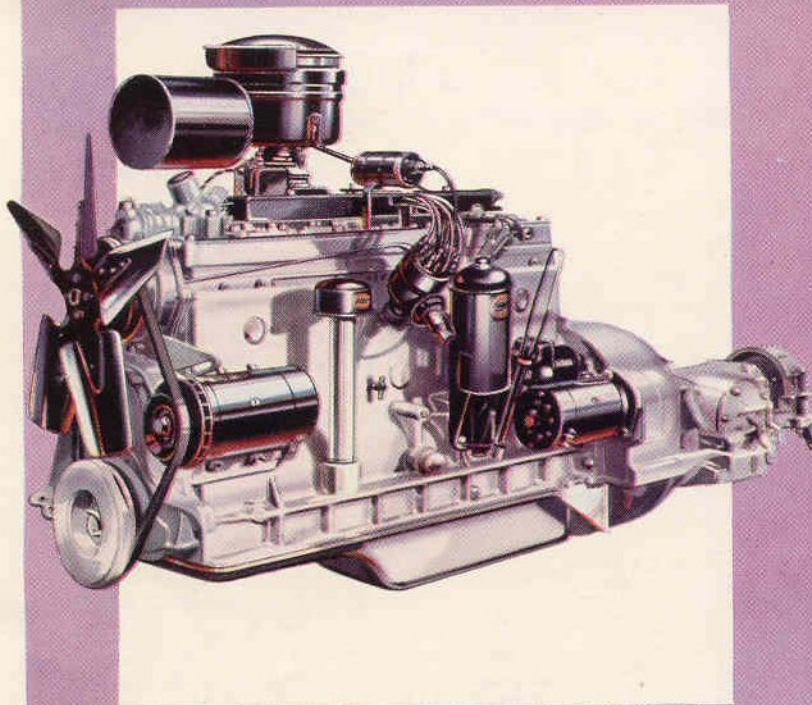




THE CONVERTIBLE COUPE

6-PASSENGER

Available in the Windsor and
New Yorker Models



THE Chrysler Line for 1946 is a complete line of *fine motor cars*, with a broad selection of body styles and beautiful colors.

There are five Models in the Line—the Royal and Windsor Models, which are mounted on the six-cylinder chassis—the Saratoga and New Yorker, on the eight-cylinder chassis—and the Town & Country Line, which is the first complete line of smart, streamlined “station wagon type” body styles to be offered by any manufacturer. In the Town & Country Model, the Convertible Coupe has the eight cylinder chassis, and the other body styles—the Roadster, the 4-Door Sedan, Club Coupe, and Brougham are all on the six-cylinder chassis.

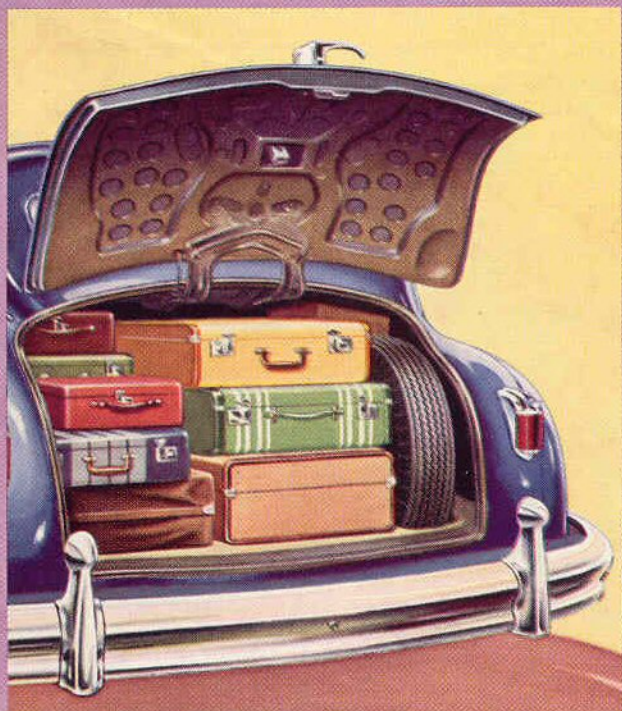
All Models are powered with the famous Chrysler Spitfire Engines, which are so well known for their brilliant performance. The Six has 114 horsepower, and the Eight, 135. Both engines have many important improvements which give them greater smoothness, faster acceleration, more economical operation, and an all-around performance of such remarkable quality that it can be fully appreciated only by driving the car yourself.



THE CLUB COUPE

6-PASSENGER

*Available in the Royal, Windsor,
Saratoga and New Yorker Models*

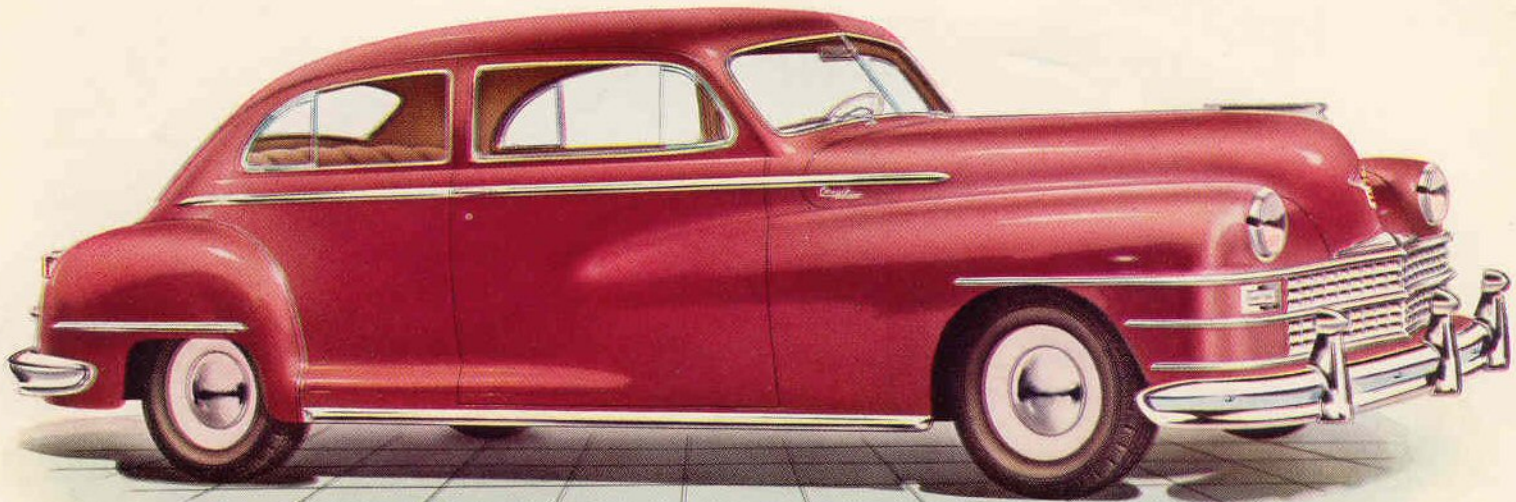


ONE of the new design features that so greatly enhances the beauty of the car is the smart Chrysler Newport Fender. The front fenders flow into the body, giving a long, graceful appearance to the fender which accentuates the length of the car. The fenders blend perfectly with the body, giving the effect of a one-piece, tear-drop design, similar to the fender used on the Chrysler Newport Model, that was admired by millions of people when it was exhibited throughout the country in 1941.

The rear fender has been re-designed to harmonize with the new front fender. The graceful lines of the fender and the lowering of the skirt to cover more of the wheel result in smarter appearance.

Another new feature is the 15-inch wheel which is used on all models. The smaller wheels are more massive in appearance, make the car look lower, and add to the beauty of the side view of the car.

The new White-wall Wheel Rings are made of plastic. They fit snugly to the tire and combine with the silvery chrome hub-cap to give the wheel a beautiful appearance.



THE LUXURY BROUGHAM

2-DOOR—6-PASSENGER

Available in the Royal, Windsor,
Saratoga and New Yorker Models



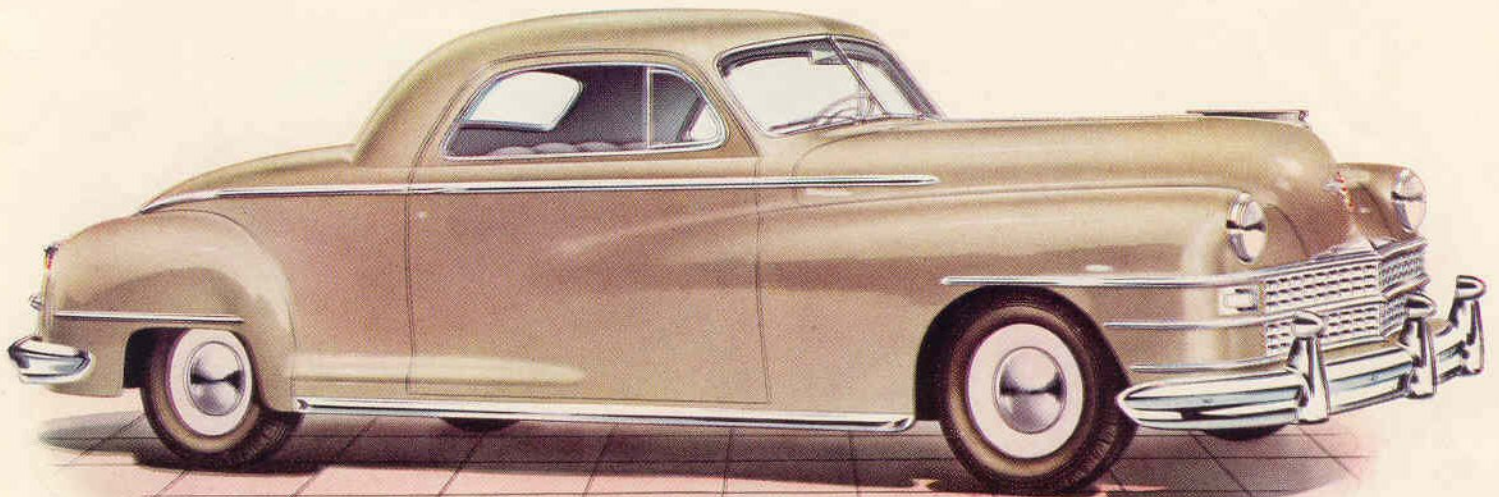
YOU get the good things *first* from Chrysler", is not merely a slogan, *but a fact.*

One of the important new Engineering features is the Chrysler Hydraulically Operated Transmission. This remarkable transmission, with the famous Chrysler *gyrol* Fluid Drive, gives you the utmost in driving ease, comfort, and safety.

With this great transmission, you merely shift to "High" and drive all day *without shifting gears.* When you come to a Stop Light, merely press the brake pedal to stop—and, when the light turns Green, step on the accelerator and you move out, quickly and smoothly, without touching the gearshift lever. When the car has gained speed, raise your foot from the accelerator for an instant and you are away in a flash in High Gear.

If you encounter deep sand, or mud, or heavy going up a steep hill, you can shift to "Low Speed" and the extra power of the lower gear ratio will pull you thru safely.

With the Chrysler Transmission, you have complete control of your car. You select the gear the situation requires, which gives you better control, greater safety, at all times.



THE 3-PASSENGER COUPE

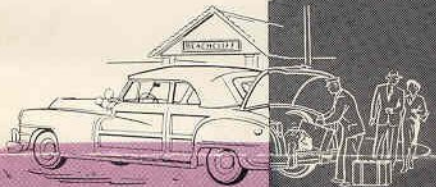
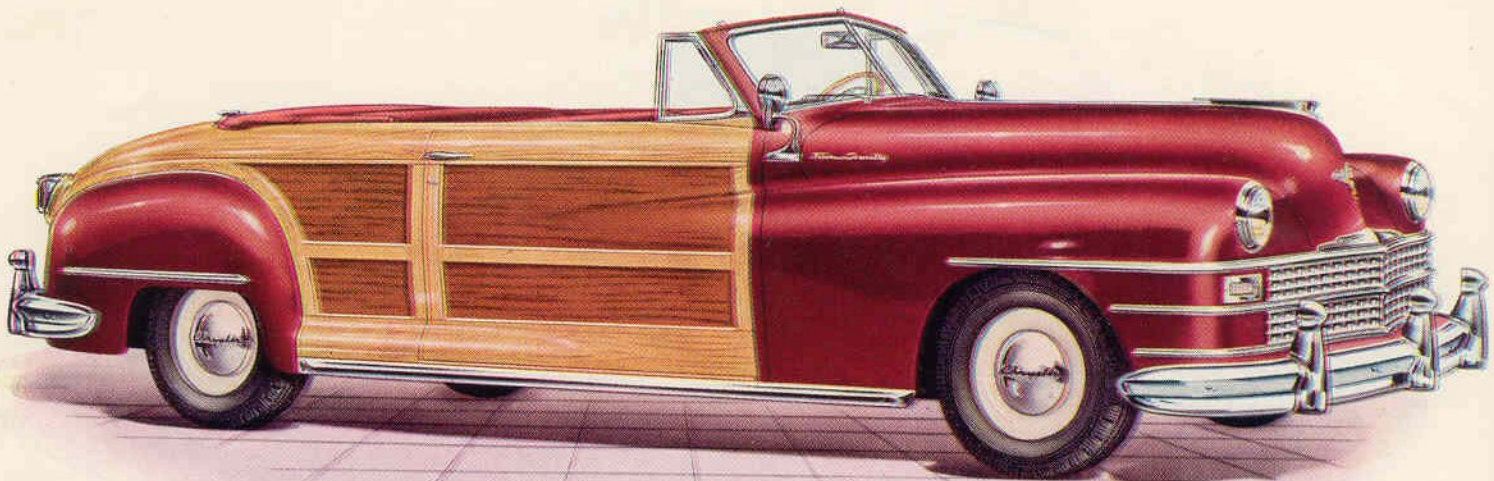
Available in the Royal, Windsor,
Saratoga and New Yorker Models



ANOTHER important engineering feature is the improved Hydraulic Brake System. This improved Chrysler Brake gives 30% lighter pedal pressure, which means an easier stop. It gives *balanced* brake action, which reduces skidding, or swerving when the brakes are applied quickly, resulting in greater safety. It has greater braking action, which insures safer, surer stops, and gives better, more efficient, *safer* braking.

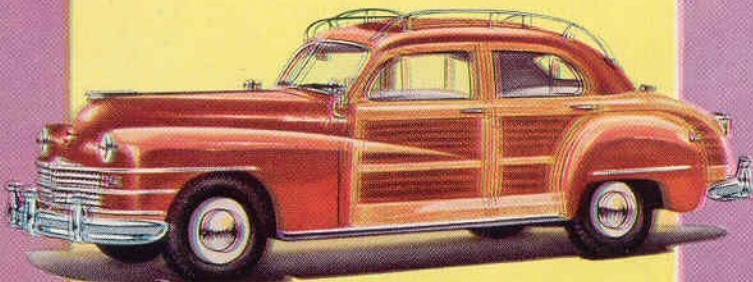
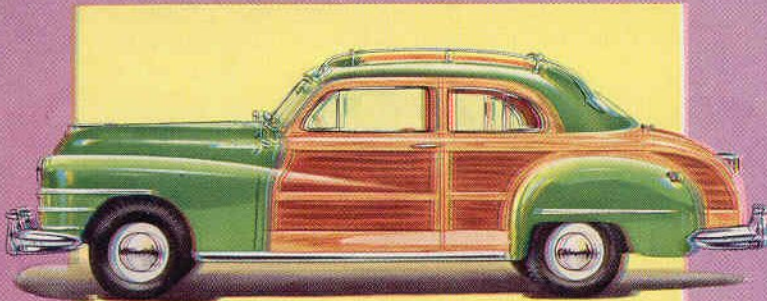
There are other important engineering features such as the new Full-Flow Oil Filter, which filters *all* of the oil before it is pumped under pressure to the bearings, cylinder bores, etc. This great new, *exclusive* feature results in better performance, longer life for the engine, and lower upkeep costs.

Other engineering features are Super-finished parts; Double Channel, Box Type Frame; Exhaust Valve Seat Inserts; Floating Power Engine Mountings; Rotary Oil Pump; Oilite Bearings; Aluminum Pistons; Full Length Water Jackets; Automatic Manifold Heat Control; Oil Bath Air Cleaner; and many others—which justify our repeating, that the 1946 Chrysler is not only the most Beautiful, but also, *the finest* Chrysler ever built.



THE TOWN AND COUNTRY CONVERTIBLE COUPE

6-PASSENGER



THE first Chrysler Town & Country Model was introduced in 1941. Its success was without precedent or parallel in the Industry.

In this original Town & Country, Chrysler designers, for the first time, combined the utility of the Station Wagon type of body with the smartness and beauty of the conventional body styles.

It was planned to produce a complete line of body styles in the Town & Country, but the War prevented this; however, when the Government, late in 1944, permitted the resumption of development work on new models, designs were started and the pilot models were completed in the Spring of 1945.

The 1946 Town & Country Line includes 5 body styles—the Convertible Coupe; the Club Coupe; the 4-Door Sedan; the Brougham (2-Door Sedan); and the Roadster.

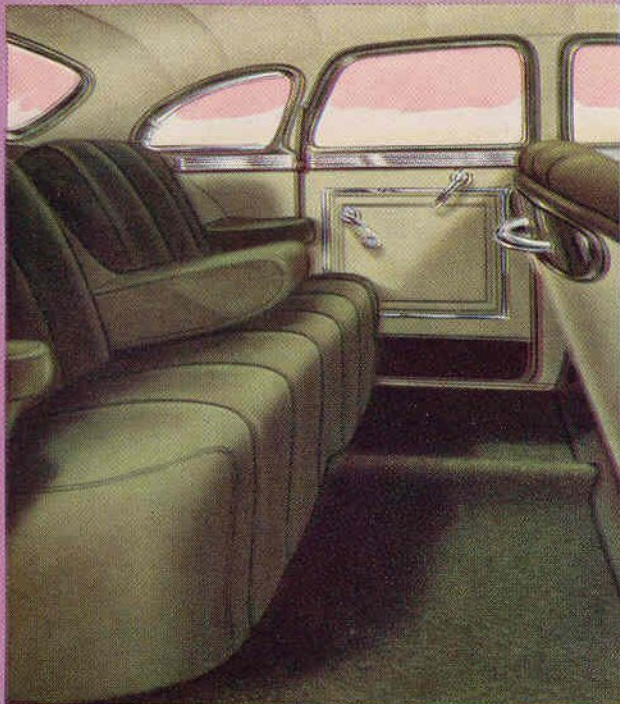
The bodies are ruggedly built of white ash and mahogany panels on plymetal plates. The beautiful woods are in their natural colors and hood and fenders are available in a wide selection of colors. The interiors are beautifully finished in Saran (woven plastic) and Leather, and Bedford Cord and Leather.



THE 4-DOOR SEDAN

6-PASSENGER

*Available in the Royal, Windsor,
Saratoga and New Yorker Models*



In the interiors, Chrysler designers have achieved greater comfort, smarter styling, and a richer beauty.

The new Instrument Panel is beautifully designed and has a number of features which add materially to the convenience and safety of the driver. The speedometer has a non-glaring black background, with white numerals, which are much easier to see and read at a glance. The edge lighting has been intensified so that all dials can be read at a glance.

On the left side is a Hand Brake Warning Signal which flashes automatically when the brake is on. On the right side is an Entrance Lamp which lights when the door is opened.

The new steering wheel is three-spoked with a heavy chrome frame covering the spokes and the top of the steering column.

Rich upholstery materials, expertly fashioned over deep, wide cushions; wide doors; Safety Door Locks; Ash Receiver; windows that raise and lower easily and quickly; beautiful Two-Tone Interior Trims; and other features give the interior the same individuality and beauty that is so characteristic of the exterior of the Beautiful Chrysler.

General Specifications

	6-CYLINDER ROYAL, WINDSOR, TOWN & COUNTRY	8-CYLINDER SARATOGA AND NEW YORKER
Engine.....	"L" Head	"L" Head
Bore and Stroke.....	3 $\frac{7}{16}$ " x 4 $\frac{1}{2}$ "	3 $\frac{1}{4}$ " x 4 $\frac{7}{8}$ "
Piston Displacement.....	250.6 cu. in.	325.5 cu. in.
Taxable Horsepower.....	28.36 H.P.	33.80 H.P.
Brake Horsepower.....	114 H.P.	135 H.P.
Pistons.....	Aluminum Alloy-Plated	Aluminum Alloy-Plated
Oil Filter.....	Chrysler Full-Flow	Chrysler Full-Flow
Fuel System.....	Down-draft Carburetor	Down-draft Carburetor
Body.....	All Steel	All Steel
Wheelbase.....	121 $\frac{1}{2}$ "	127 $\frac{1}{2}$ "
Overall Length.....	208 $\frac{1}{4}$ "	214 $\frac{1}{4}$ "
Overall Width.....	77 $\frac{3}{4}$ "	77 $\frac{3}{4}$ "
Tire Size.....	6.50 x 15"	7.00 x 15"
Tire Pressure.....	28 lbs.	28 lbs.
Battery.....	Willard—17 plates	Auto-lite—19 plates
Tank Capacity.....	17 gal.	20 gal.
Shock Absorbers.....	Hydraulic-Double Acting	Hydraulic-Double Acting
Wheels—Type.....	Steel Disc.—Safety Rim	Steel Disc.—Safety Rim
—Size.....	4.50 x 15"	4.50 x 15"
Brakes—Service.....	Improved Chrysler 4-wheel Hy- draulic—Internal Expanding	Improved Chrysler 4-wheel Hy- draulic—Internal Expanding
—Parking.....	External Contracting on cast iron drum on propeller shaft.	External Contracting on cast iron drum on propeller shaft.

ALL SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

CHRYSLER SALES DIVISION—DETROIT, MICHIGAN